



# City of Albuquerque

## Transit Department

**Martin Chávez, Mayor**

### INTER-OFFICE MEMORANDUM

**Date:** February 1, 2007

**To:** Bruce J. Perlman, Ph.D. Chief Administrative Officer  
**From:** Greg Payne, Director, Transit *GP*  
**Subject:** Recommendation of Award: RFP2007-003-SV, "Advertising Concession: ABQ Ride Vehicles & Facilities"

The City of Albuquerque Department of Finance and Administrative Services, Purchasing Division, issued the subject Request for Proposals (RFP) for the Transit Department to solicit proposals from qualified vendors to provide advertising concessions for ABQ Ride vehicles and facilities.

The RFP was posted on the Purchasing Web Site and advertised in the local newspapers. 180 vendors were notified of this RFP. Five responses were submitted for evaluation.

The ad hoc evaluation committee reviewed, evaluated and scored the responses, in accordance with the evaluation criteria published in the RFP.

The committee unanimously recommended award of contract to Lamar Advertising Company.

Listed are the respondent's composite score, average score, minimum annual compensation guarantee, and percent gross revenue fee to the City.

<u>OFFEROR</u>	<u>TOTAL COMPOSITE SCORE</u>	<u>TOTAL AVERAGE SCORE</u>	<u>MINIMUM ANNUAL COMPENSATION GUARANTEE</u>	<u>PERCENT OF GROSS REVENUE FEE</u>
Clear Channel Outdoor	2,585	646	\$144,000.00	50%
Templeton Marketing Services	2,684	671	\$144,000.00	50%
Lamar Advertising Company	3,485	871	\$160,000.00	60%
HFT Management, Inc.	3,268	817	\$180,000.00	55%
Vista Media	2,424	606	\$295,000.00	51%

I concur with the ad hoc committee's recommendation. The Department will begin contract negotiations immediately upon your approval.

Approved:

*B. J. Perlman*  
\_\_\_\_\_  
Bruce J. Perlman, Ph.D. Date  
Chief Administrative Officer

Recommended:

*Ed Adams* 2-15-07  
\_\_\_\_\_  
Ed Adams Date  
Chief Operating Officer

Attachment: Composite Score Sheet

Original: Suzanne Boehland, Senior Buyer, Purchasing Division, DFAS  
Copy: John J. Vigil, Purchasing Manager, DFAS  
File: RFP2007-003-SB

RFP2007-003-SV "Advertising Concessions: ABQ Ride Vehicles & Facilities"

RFP2007-003-SV "Advertising Concessions: ABQ Ride Vehicles & Facilities"

EVALUATORS		EVALUATION CRITERIA	POINTS	OFFERORS				
				Clear Channel Outdoor	HFT Management	Lamar Advertising Company	Templeton Marketing Services	Vista
				SCORE	SCORE	SCORE	SCORE	SCORE
1	Qualifications & Experience	Up to 150	100	125	125	80	80	
2			133	148	145	139	137	
3			150	100	150	100	100	
4			90	80	100	115	60	
SUB TOTAL			473	453	520	434	377	
1	Marketing Strategy	Up to 150	90	100	110	70	70	
2			80	135	140	130	134	
3			100	90	125	100	75	
4			90	100	90	40	50	
SUB TOTAL			360	425	465	340	329	
1	Advertising Design Plan	Up to 150	80	90	120	60	70	
2			110	140	145	125	135	
3			100	100	125	25	75	
4			35	45	45	100	20	
SUB TOTAL			325	375	435	310	300	
1	Proposed Management & Operating Plan	Up to 150	90	90	100	70	80	
2			117	140	150	67	143	
3			100	100	125	75	75	
4			100	95	115	70	110	
SUB TOTAL			407	425	490	282	408	
1	Bus Shelter Construction, Advertising & Maintenance Program	Up to 150	0	150	150	0	0	
2			0	140	125	100	0	
3			0	150	150	15	0	
4			20	150	150	75	10	
SUB TOTAL			20	590	575	190	10	
1	Proposed Compensation to the City	Up to 250	250	250	250	250	250	
2			250	250	250	250	250	
3			250	250	250	250	250	
4			250	250	250	250	250	
SUB TOTAL			1000	1000	1000	1000	1000	
TOTAL COMPOSITE SCORE				2585	3288	3495	2586	2424
Local Preference				NO	NO	NO	YES	NO
Total Score Up to 4000				2585	3288	3495	2684	2424
Total Average Score Up to 1000				646	817	871	671	606